

## **Marketing For lawyers - Mistakes Attorneys Make-and How to Avoid Them, Mistake #7 Part 2**

**By: Stephen Fairley**

### ***MARKETING MISTAKE 7 Part 2:***

#### **Not Using Marketing to Support Sales**

To explain in more detail how to avoid this mistake in your law firm marketing, I would like to outline the 5 stage sales cycle. Let's take an attorney who practices business law for small to mid-sized companies. For most attorneys, your law firm marketing plan should include a five-stage sales cycle:

#### **Stage 1 is identifying your ideal target market (ITM).**

Your ITM is the person or company who is most likely to hire you initially, repeatedly and at the highest profit margin.

#### **Stage 2 is “lead generation.”**

“Lead generation” is finding prospects in your target market.

There are several kinds of activities you can do when marketing your law firm to jump start this process:

- Internet marketing for attorneys can be a great tool. You can capture their contact information when they visit your website using an opt-in method.
- Purchase a list of names from a trade association or list broker.
- Speak at area associations who are in your target market and collect business cards.
- Attend networking events filled with your prospects.

#### **Stage 3 is “prospect qualification.”**

“Prospect qualification” is examining each potential prospect and qualifying them according to set criteria. One of the marketing efforts you can add to your law firm marketing plan at this stage is to make them fill something out—whether that’s an information request form, an intake form, or a request for a free report.

#### **Stage 4 is individual consultation.**

Individual consultation is where they have proven at some level they are a qualified prospect and they get to meet with you and have an individual consult—which is usually a soft pitch presentation to determine if there is a good fit.

Marketing materials, like articles about you in the press or special reports you have written to educate your client, can provide you with instant credibility and increase the level of confidence your prospect has in doing business with you.

**Stage 5 is an informal or formal proposal of work.**

Marketing material that provides case studies, testimonials, and references show that you have helped people just like them before and you have achieved a high level of good results from your past clients.

**Stage 6 is providing the paid product or service.**

Once you land a client, that's just the beginning of the relationship, not the end. You always want to have a next step. Use your ongoing law firm marketing efforts to tell them about how you have helped other clients with different kinds of projects. Keep them informed about your successes, your published articles and upcoming interviews. Ask them for referrals on a regular basis. Don't ever stop building a relationship with them. The most expensive thing you can have is a one-time customer because it takes 10 times as much to find a new customer than it does to serve an existing one.

When marketing your law firm, think of it like a lawyer builds a legal case. Step by step, you are giving your prospects more and more information about you, your company, the benefits of your product or service, and the results you can help them achieve. You are giving them all the information and education they need to make an informed decision.

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Stephen Fairley will be a Keynote Speaker on Thursday, September 10 from 2:15-5:15 at the [Annual Meeting of the State Bar of California](#) being held in San Diego, CA. The Annual Meeting will feature more than 130 legal education courses, an exhibit hall, and more!

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Stephen Fairley is a nationally recognized law firm marketing expert and has helped more than 6,000 attorneys from hundreds of law firms across the country to discover the secrets of generating more referrals and filling their practice. He is the international best-selling author of 10 books and 5 audio programs.

He has appeared in the American Bar Association Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. Stephen is a member of the prestigious National Speaker's Association and his Rainmaker